

“We’ve had a lot of enquiries from the advert in Playtimes, ...so thank you.”

Jim Gitsham – owner of PartyTime.hk

playtimes

your expert guide to family life

Media Kit | 2013



message from the editor



Playtimes Magazine gives parents a fresh and vibrant perspective on parenting in Hong Kong.

Each month, you can look to *Playtimes*' team of experts for the best advice on health, education, fashion and travel.

Playtimes will keep you up to date with all that is hip and happening in Hong Kong – from cool new places to go, to the latest in great stuff for kids, *Playtimes* has Hong Kong covered.

Playtimes offers insight, suggestions and topical features from a parents' viewpoint. It is written in an engaging style and presented beautifully.

It is a must-have for every stylish and modern Hong Kong parent!

Tracey Starr
Editor-in-Chief



why choose Playtimes...

inform

Playtimes keeps our readers in the know about cool places to go, fun activities to do and great gadgets to get. If you want to know how to live a healthier, happier and greener life in Hong Kong, you'll find it in *Playtimes*.

connect

Playtimes connects families with the best Hong Kong has to offer. Fun stuff, serious stuff, gorgeous stuff, kids' stuff, grown-up stuff. In fact, all kinds of stuff! If you want to really tap in to what's buzzing with families in Hong Kong, take a peek inside *Playtimes*.

engage

Playtimes laughs, cries, hugs, roars, listens and cares just like any other member of the family. Its enthusiasm for family life ensures its place in Hong Kong homes, so if you want to feel part of a great family, get involved in *Playtimes*. It's fun, compelling, responsive and loyal.

respond

Every issue of *Playtimes* gets picked up and read in over 21,500 Hong Kong family homes – that adds up to a lot of readers. **97 out of every 100 readers** said they had **bought a product or used a service** as a result of having seen it in *Playtimes*. That's significant buying power.



who are our readers?

60,000 of Hong Kong and Macau's most affluent, influential parents.

23% have monthly household income in excess of HK\$300K
56% over HK\$100K

43% are Hong Kong Chinese
57% are Expatriates from Australia to Zaire

65% have 2 or more kids
30% have 1 child

A lucky 39% take 3 overseas trips a year
61% take 1-2 overseas trips a year

36% go out without kids 2-3 times weekly
47% at least once a week

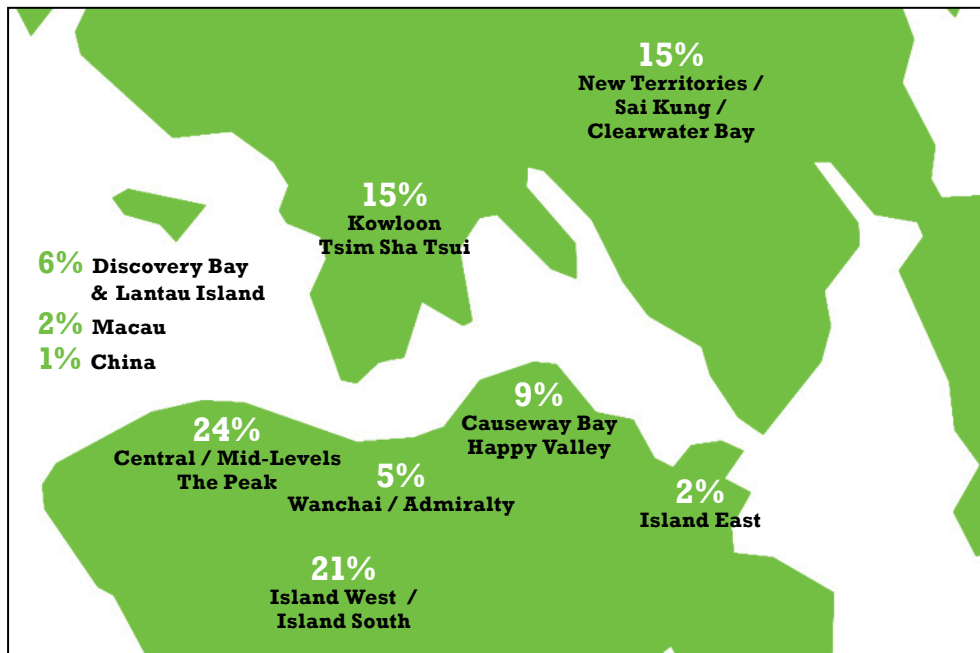
Reader Fast Facts:

- 96% of readers' children do at least one extra curricular activity (sport or extra tuition)
- 90% exercise regularly: badminton, golf, swimming, yoga/pilates, hiking, gym
- 86% employ a domestic helper
- 72% eat out with their children weekly
- 62% have one or more vehicles
- 48% have gym membership
- 43% own their home
- 34% of our readers are Dads

Playtimes' vital statistics

- **Playtimes is a free publication**
- The current print run is 23,500 copies per issue
- Published 11 times a year including one combined issue – Summer in July/August
- The ever popular and useful *The School Book* supplement is published and distributed with the May edition of *Playtimes*
- Over 30 advertisers have been with us since our first issues in 2003
- In our July 2013 magazine, 82% of the adverts were by repeat clients

where to find Playtimes



Playtimes magazines are distributed via ESF and international primary schools, kindergartens, pre-schools and playgroups. Your advertisement is delivered directly into the hands of the parents.

The remainder are distributed through selected retail outlets, supermarkets, cafés, children's activity centres, doctors surgeries, social clubs, relocation and real estate companies.

distribution list 2013

GENERAL

Central/Mid-Levels/The Peak

- Annerley Community Midwifery Services
- Art N Move
- AWA Hong Kong
- Balance Health
- Baron School of Music
- Bookazine
 - Canton House
 - Prince's Building
- Body Group
- Bumps to Babes
- Cake-A-Licious
- Canossa Hospital
- Caritas Libraries – Multiple locations
- Central Health Medical Practice
- Creatreading Education Limited
- Cosmo Kids
- Dymocks Bookstores
 - Central Building
 - Lyndhurst Terrace
 - One ifc
 - The Peak
- French Chamber of Commerce
- Funzone
- Glow with Ceri Silk
- Grassroots Pantry
- Healthy Delight
- HK Institute of Languages
- HK Adventist Hospital
- Home of Music
- Hong Kong Dance Company
- Hong Kong Public Libraries
- Integrated Medicine Institute
- Kaloo
- Kate's Kids
- Kids' Gallery Co. Ltd
- Kids + Kids
- Little Whale
- Mandarin Oriental Spa
- Matilda Child Development Centre
- Matilda Maternity
- Mothercare
 - Prince's Building
- O2 Hair Studio
- Opera Hong Kong
- Petit Bazaar
- Pret-a-Manger
 - Citibank Plaza
 - Lippo Centre
 - One ifc
- Quest Study Skills
- Rainbow Creative Arts

- Central
- Rosarini
- R-kids
- Sense of Touch
- Simply Love
- Simply Little
- SPOT Physio
- Sunny View Education
- The Body Buddies
- ThreeSixty
 - Landmark
- Tiny Footprints
- TINYtots Soccer and Ole Soccer School Gym
- TOGS Unlimited
- The Flying Pan
- Uncle Russ
 - Pier 6
- Veritas Medical Practice
- Wellcome
 - Seymour Terrace
 - Watford Road
- YWCA
- White Lotus Centre
- Wise Concepts

Island South

- Anastassia's Arthouse
- Baby Central
- Biva Stanley Plaza Shop
- Bumps to Babes
 - Horizon Plaza
- Camper
- Club Bel-Air
- Flex
- Fusion Academy
- Hong Kong Parkview
- Indigo
 - Horizon Plaza
 - Cyberport
 - Repulse Bay
- Elite Personal Training
- Jennifer Debow
- Kokoon
 - Horizon Plaza
- Mirth Ltd
- Southside Family Health Centre
- The Retreat
- Tree
 - Horizon Plaza
- Wellcome
 - Redhill Plaza
 - Repulse Bay
 - The Westwood

Island East

- Jaycow
- Kiddy Village
- Mindshare
- PapaMamaBabies
- People Impact Training Centre

- North Point
- QQ Club
- Rainbow Creative Arts
 - Quarry Bay
- The Newsroom

Admiralty/Wanchai

- Baby Planner
- Bamboo Grove Clubhouse
- Baron School of Music
- Bookazine
 - Shui On Centre
- Cosmos Bookstore
- Dymocks Bookstores
 - Harbour Centre
 - Hopwell Centre
- Kidville
- Petit Bazaar
- Pret-a-Manger
 - Pacific Place
- Polyvision
- Spanish Chamber of Commerce
- The Flying Pan
- Vienna School of Music

Causeway Bay/Happy Valley

- Anastassia's Arthouse
- Best Music Academy
- BIVA Causeway Bay Shop
- Carol Bateman School of Dance
- Chickeeduck
- English All the Way
- Jolly Bazaar
- Kids Sciences
- Little Kingdom
- Luk Chan Chinese International Education Corporation
- MovieLand
- Mothercare
 - Lee Gardens
- My Musik Box
- Pret-a-Manger
 - Taikoo
- Phonics Land
- Rolly Pollies
- Sportscene Limited
- The Kelly Yang Project
- Towngas Cooking Centre
- Wiener Klang International Inc.
 - Causeway Bay
- Windsor House

Tsim Sha Tsui/Kowloon

- Baby Impact Training Centre
- bbcare.hk
- BOM City
- Brain Impact Training Centre
- Brain & Mind Education Centre
- CECES Child Development

- Centre (CCDC)
- Cosmos Bookstore
- Donau Musik
- Dreamory
- Dymocks
- Early Learning Centre
 - Mega Box
- Edible Arrangements
- Fables AZ
- I Love Kitchen
 - K11
 - Mega Box
 - TST
- Indigo
 - Ocean Terminal
- Kids Channel
- Kids' Gallery
 - Kowloon Tong
- Life Studio
- Luk Chan Chinese International Education Corporation
- Metro Books
 - Elements
- MI Kids
- Mother and Child Ltd
- Mothercare
 - Mega Box
- Nomura International
- Olympian City Phase 2
- One Music Centre
- People Impact Training Centre
 - Tsuen Wan
 - Hung Hom
- Rainbow Creative Arts
 - Kowloon
 - Kowloon Tong
- The Park Resort
- Three Sixty
 - Elements
- Play International Ltd
- Toys R Us
- Wxy-shop

New Territories

- Anastassia's Art House
- Bloom Baby
- Booklodge
 - Tsuen Wan
- Chatter Box
 - Tai Po
 - Fanling
- Cordlife
- Cru Bar & Grill
 - Sai Kung
- Cryolife
- Dymocks
 - Sai Kung
- Flexa
 - Home Square Sha Tin
- Jolly Kingdom English Learning

ALSO DISTRIBUTED THROUGH

Doctor's Surgeries, Health Clinics and individual subscribers throughout Hong Kong Island, Kowloon, New Territories & Macau

distribution list 2013 continued

- Centre
- Mothercare
 - Sha Tin
- People Impact Training Centre
 - Tuen Mun
- Rainbow Creative Arts
 - Tseung Kwan O
- Russian Ballet School
 - Sai Kung
- Wellcome
 - Palm Springs
 - Razor Hill
 - Sai Kung

Discovery Bay/Lantau Island

- Discovery Bay Villages
 - Chiantfi
 - Greenvale
 - Midvale
 - Neo Horizon
 - Parkridge
 - Siena 1
 - Siena 2
- Dymocks
 - Discovery Bay
 - Tung Chung
- Fun to Read
- Island Health Family Practice
- Little Whale
- Movement Improvement
- Movieland
- TOGS Unlimited
 - Discovery Bay
- Uncle Russ
 - Discovery Bay

SCHOOLS/PLAYGROUPS

Central/Mid-Levels/The Peak

- Baby Buddies
 - Sheung Wan
- Carmel School
- Casa dei Bambini
 - Sheung Wan
- ESF International Kindergarten, Hillside
- Highgate House School
 - The Peak
- HKPPA Head Office
- Panda Junction
 - Central
- Sunshine House
 - The Peak
- The Harbour School
- The International Montessori School
- The Peak Pre-School
- Victoria (Belcher) Kindergarten
- Woodland Montessori
 - Mid-Levels
- Woodland Pre-School
 - The Peak

Island South

- ESF Kennedy School
- Hong Kong Academy
- Hong Kong PIPS
- International
- Kellett School
- Modern Montessori International
- Montessori for Children
- Morningstar School
- Southside Kindergarten
- Sunshine House International
 - Chi Fu
 - Pok Fu Lam Road
 - Tai Tam
- The International Montessori School
- Woodland Pre-Schools
 - Beachside
 - Harbourside
 - Montessori – Tai Tam
 - Montessori – Repulse Bay
 - Pok Fu Lam
 - TreeHouse

Island East

- ESF Quarry Bay School
- Future Leaders Academy
- HKPPA Heng Fa Cheun Playgroups
- Hong Kong Treble Choir
- Kiangsu & Chekiang Primary School
- Play & Learn Education Centre

Admiralty/Wanchai

- JEMS
- Starters School

Causeway Bay/Happy Valley

- Alison's Letterland
- Baby Buddies
 - Tin Hau
- Bambino English Playschool
- Children's Work International Ltd
- ESF Glenealy School
- Island Children's Montessori
- Senate House Education
- Shichida Hong Kong
- Starlit Learning Centre
- Sun Kids
- The International Montessori School
 - Tin Hau
- Touch to Learn
- Victoria Educational Organisation
- Wembley International Kindergarten
- Woodland Pre-School
 - Happy Valley

Tsim Sha Tsui/Kowloon

- American International School

- Baby Buddies
 - Kowloon
- Deborah Education Institute
- HKPPA Hilltops Pre-School Group
- Kindergarten
- Kowloon PIPS
- Little Academy
- Noble Place
- Yew Chung International School
- YMCA of HK International Kindergarten

New Territories

- Box Hill International Kindergartens
 - Ma On Shan
 - Fo Tan
 - Tseung Kwan O
- English Adventure
- ESF Abacus International Kindergarten
- ESF Clearwater Bar School
- ESF International Kindergartens
 - Tsing Yi
 - Wu Kai Sha
- ESF Renaissance College
- ESF Shatin Junior School
- Garden house
- HKPPA Leapfrog Playgroups
- Jing Jing Kindergarten
- Learning Adventures
- Littleton Discovery Playgroup
- New Song Christian Kindergarten
- Norwegian International School
- Sai Kung International Pre-School
- Sai Kung Tutors
- Soleducation
- The Woodland Sai Kung Pre-School
- Zebedee International Kindergarten

Lantau

- Discovery Bay International School
- Discovery Mind Kindergarten
 - Discovery Bay
 - Tung Chung
- Discovery Montessori School
- Little OWLS Kindergarten
 - Mui Wo
- Sunshine House
 - Discovery Bay
 - Tung Chung

China

- Utahloy International School Zengcheng
- Zhuhai International School
 - Guangdong
- Shekou International School

-Shenzhen

Macau

- The International School Macau
- School of Nations

CLUBS

- Aberdeen Marina Club
- American Country Club
- Discovery Bay Residents Club
- Gold Coast Yacht & Country Club
- Hebe Haven Yacht Club
- Hong Kong Country Club
- Hong Kong Cricket Club
- Hong Kong Football Club
- Hong Lok Yuen Country Club
- Kowloon Cricket Club
- Ladies Recreation Club
- Pacific Club
- Royal Hong Kong Yacht Club
- The Clearwater Bay Golf & Country Club
- The HK Jockey Club – various locations
- United Services Recreation Club

REAL ESTATE & RELOCATION

COMPANIES

- Allied Pickfords
- AGS Four Winds
- Brookfield Relocation Hong Kong Limited
- Colliers International
- Compass Real Estate
- Crown Relocation Services
- Executive Homes
- Habitat Property
- Home Solutions – Mui Wo
- Hong Kong Sotheby's
- Jones Lang La Salle
- Landscape Real Estate Services
- Paragon Relocation Company
- Proway Limited
- Santa Fe Transport International
- Sallmanns Residential Limited

Macau

- Cuppa Coffee – Bakery & Coffee House
- Hotel Royal Macau
- Learn with Me
- Lord Stow's Uni Cafe
- Macau Child Development Association
- Macau Golf & Country Club
- Mandarin Oriental Macau
- Qube @ The Venetian
- Rocks Hotel
- Spa Philosophy
- The Landmark
- The Venetian

ALSO DISTRIBUTED THROUGH

Doctor's Surgeries, Health Clinics and individual subscribers throughout Hong Kong Island, Kowloon, New Territories & Macau

the rate card

All rates are per insertion in Hong Kong dollars.

Display	1 issue	3 issues	6 issues	12 issues
Double Page Spread	\$22,770	\$20,430	\$19,295	\$18,200
Full Page	\$12,650	\$11,385	\$10,750	\$10,150
Half Page	\$8,550	\$7,695	\$7,265	\$6,850
Quarter Page	\$5,695	\$5,125	\$4,840	\$4,555
Banner*	\$4,140	\$3,725	\$3,520	\$3,310

Guaranteed Position: 20% loading

Marketplace	1 issue	3 issues	6 issues	12 issues
Single	\$1,265	\$1,140	\$1,075	\$1,015
Double	\$2,530	\$2,275	\$2,150	\$2,025
Triple	\$3,795	\$3,415	\$3,225	\$3,035
Quad	\$5,060	\$4,140	\$4,300	\$4,050
Half Page	\$7,590	\$6,830	\$6,450	\$6,075

Guaranteed Position: 20% loading

Prime Positions	1 issue	3 issues	6 issues	12 issues
Back Cover	\$22,485	\$20,235	\$19,115	\$17,980
Inside Front Cover	\$19,840	\$17,850	\$16,865	\$15,875
Inside Back Cover	\$18,840	\$16,955	\$16,015	\$15,075
Facing Contents	\$18,515	\$16,665	\$15,740	\$14,810
Inside Front Cover	\$33,065	\$29,750	\$28,105	\$26,450
Double Page Spread				

Inserts

Single Sheet	\$1.50 per insertion
4 - 12 Pages	\$2.50 per insertion
16 - 24 Pages	\$3.75 per insertion
28 - 32 Pages	\$4.75 per insertion
36 - 44 Pages	\$5.75 per insertion

Advertorials**

Double Page Spread	\$28,400
Single Page	\$14,950

Minimum run 8,000 pieces. 10% surcharge for selective distribution.

Frequency discounts apply to contracts with scheduled insertions only. All ads must run within a contract period of no longer than 12 months.

Gatefolds, Belly Bands, Reverse Front Cover Gatefolds, Tip-Ons etc. – Price available on request

Display Advertisements

Technical specifications

<p>Half Page – Horizontal Trim size: 135mm x 185mm (HxW) Ad Code: HPH</p>	<p>Half Page – Vertical Trim size: 275mm x 90mm (HxW) Ad Code: HPV</p>	<p>Quarter Page Trim size: 135mm x 90mm (HxW) Ad Code: QP</p>
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Double Page Spread

Trim size:
297mm x 420mm (HxW)

Bleed size:
303mm x 426mm (HxW)

Text area:
287mm x 380mm (HxW)

Ad Code: **DPS**

Full Page

Trim size:
297mm x 210mm (HxW)

Bleed size:
303mm x 216mm (HxW)

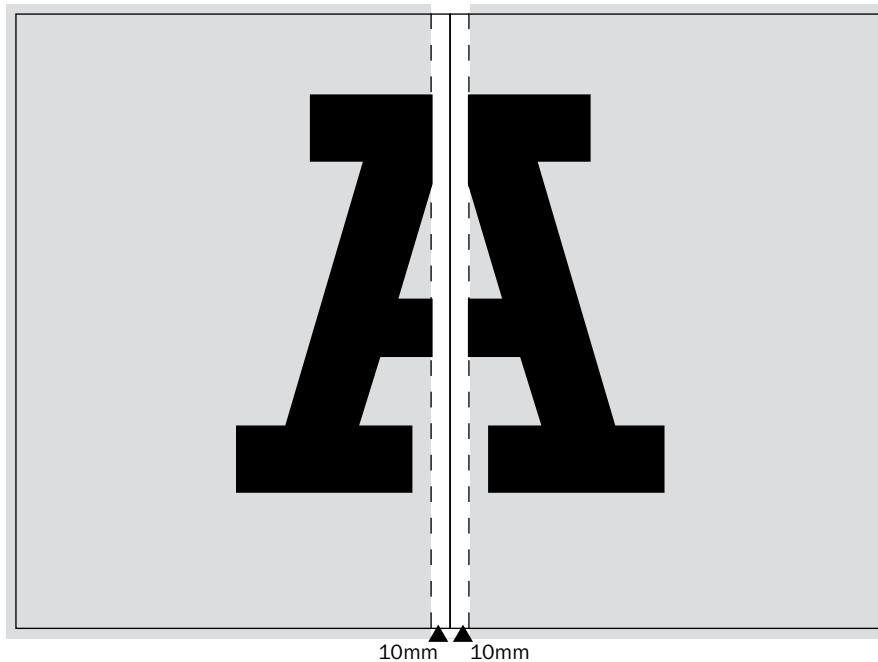
Text area:
287mm x 180mm (HxW)

Ad Code: **FP**

Marketplace Advertisements Technical specifications

<p>Triple - Horizontal 60 x 175mm (HxW) Ad Code: THC</p>		<p>Quad 125mm x 115mm (HxW) Ad Code: QC</p>	
<p>Double - Horizontal 60 x 115mm (HxW) Ad Code: DHC</p>		<p>Triple Vertical 190mm x 55mm (HxW) Ad Code: TVC</p>	
<p>Single 60 x 55mm (HxW) Ad Code: SC</p>	<p>Double Vertical 125mm x 55mm (HxW) Ad Code: DVC</p>	<p>Half Page 125mm x 175mm (HxW) Ad Code: HPC</p>	

cover specifications



Double Page Spread

Trim size:
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Text area:
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Full Page

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Bleed size:
303mm x 216mm (HxW)

Text area:
287mm x 180mm (HxW)

Ad Code: **FP**

Display Advertisements

For inside front and back cover advertising please ensure the following:

- 1. Please supply double page artwork as two separate pages**
- 2. Please allow a 10mm gutter on the inside edge of each page to allow for binding area**

Digital Advertising General Specs

Resolution must be 300dpi at actual size. A high resolution TIFF/JPEG is our preferred format. We will also accept high resolution PDF files.

Please ensure that all files have their fonts embedded. All artwork and supporting graphics must be in the correct colour mode (CMYK). All spot colours must also be converted to CMYK. The publication will not be responsible for the colour mode or the quality of any artwork submitted with a resolution less than 300dpi.

For full page advertisements ONLY, please ensure a bleed of 5mm on all sides. All other advertisements must be designed as non-bleed.

Upload to

<https://p3hk.sharefile.com/f/fo09529a-d85c-4421-97a6-aea5d53b9a2d>

Login: playtimes@ppp.com.hk

Password: fun4me

Problems?

Contact the production manager at 2201 9722 or production@ppp.com.hk.

Playtimes publishing schedule 2013*

	Issues	Booking Deadline	Artwork Deadline	Distribution Date
2013	October Finance	19-Sep-13	23-Sep-13	04-Oct-13
	November Mother & Baby	21-Oct-13	22-Oct-13	1-Nov-13
	December Festive Season	18-Nov-13	19-Nov-13	2-Dec-13

2014	January The Travel Issue	16-Dec-14	17-Dec-14	6-Jan-14
	February Love	20-Jan-14	21-Jan-14	10-Feb-14
	March Creative	17-Feb-14	18-Feb-14	3-Mar-14
	April Nature	17-Mar-14	18-Mar-14	31-Mar-14
	May All about Mum	17-Apr-14	22-Apr-14	5-May-14
	June All about Dad	19-May-14	20-May-14	3-Jun-14
	July/August Summer	9-Jun-14	10-Jun-14	25-Jun-14
	September All kinds of Smart	18-Aug-14	19-Aug-14	1-Sep-14
	October Finance	15-Sep-14	16-Sep-14	29-Sep-14
	November Mother & Baby	17-Oct-14	20-Oct-14	31-Oct-14
	December Festive Season	17-Nov-14	18-Nov-14	1-Dec-14